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| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary) | | | | Complete if Known Application Number 10/800,887-Conf. #1929 Filing Date March 15, 2004 First Named Inventor Lester K. Chu Art Unit 3696 Examiner Name J. A. Anderson Attorney Docket Number 66703-0016 | |
| Sheet | 1 | of | 2 | | |

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| Examiner Signature | /John Anderson/ | Date Considered | 06/22/2009 |
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IDS (Citation) by Applicant (6 References)

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted via the Office electronic filing system in accordance with § 1.6(a)(4).

Dated: May 11, 2009 Electronic Signature for Charles A. Bieneman: /Charles A. Bieneman/

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| Substitute for form 1449/PTO <h2 style="text-align: center; margin: 10px 0;">INFORMATION DISCLOSURE STATEMENT BY APPLICANT</h2> <p style="text-align: center; margin: 10px 0;"><i>(Use as many sheets as necessary)</i></p> | | Complete if Known <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Application Number</td> <td>10/800,887-Conf. #1929</td> </tr> <tr> <td>Filing Date</td> <td>March 15, 2004</td> </tr> <tr> <td>First Named Inventor</td> <td>Lester K. Chu</td> </tr> <tr> <td>Art Unit</td> <td>3696</td> </tr> <tr> <td>Examiner Name</td> <td>J. A. Anderson</td> </tr> <tr> <td>Attorney Docket Number</td> <td>66703-0016</td> </tr> </table> | | Application Number | 10/800,887-Conf. #1929 | Filing Date | March 15, 2004 | First Named Inventor | Lester K. Chu | Art Unit | 3696 | Examiner Name | J. A. Anderson | Attorney Docket Number | 66703-0016 |
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| First Named Inventor | Lester K. Chu | | | | | | | | | | | | | | |
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| Examiner Name | J. A. Anderson | | | | | | | | | | | | | | |
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| Sheet | 2 | of | 2 | | | | | | | | | | | | |

| NON PATENT LITERATURE DOCUMENTS | | | |
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| /J.A./ | CA | Bob Tedeschi, To attract more advertising from small businesses, search engines contemplate replacing a click with a ring. The New York Times, June 7, 2004. | |
| /J.A./ | CB | Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (30 pages) | |
| /J.A./ | CC | Response to Non-Final Office Action dated 2/10/09 in U.S. Serial No. 11/180,123. (7 pages) | |
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